6 TOOLS FOR A COMPLETE MARKETING WORKFLOW

FROM ALEXA

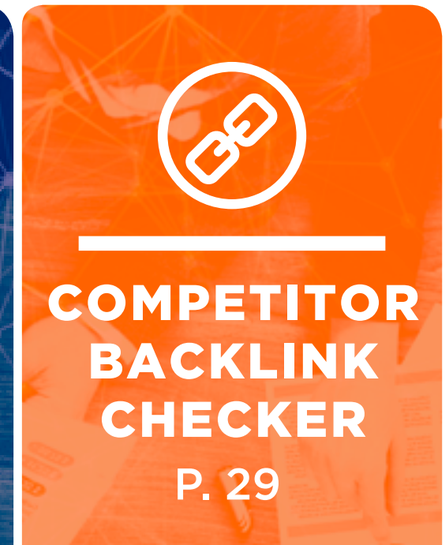
@Alexa | An amazon.com company

INTRODUCTION

Marketers use countless tools to help them get their job done. But what if your most crucial tools could be found and used all in one place?

Alexa's Marketing Stack delivers a full range of SEO and content marketing products to help you make better decisions, prove your results, and discover new opportunities to improve your website traffic.

This ebook is your guide to discovering how Alexa's tools can help streamline your workflow and grow your business.



KEYWORD DIFFICULTY TOOL

BENEFITS:

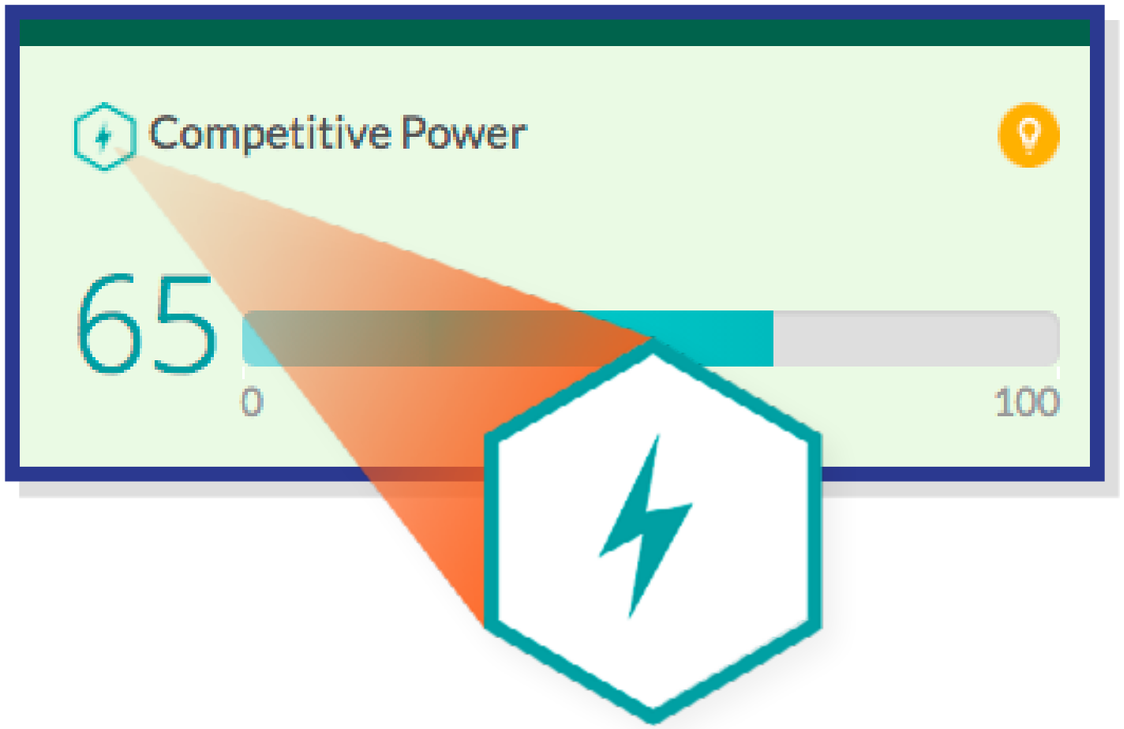
- Know what keywords you can rank for
- Save time finding keywords
- Choose better keywords
- Improve your chances of ranking
- Grow your organic traffic

Alexa's Keyword Difficulty tool is the optimal place to discover the most relevant keywords for your website, based on your unique ability to rank in search. We take your Competitive Power—a metric that benchmarks the level of keyword competition your site can target—and serve you highly relevant terms that you're most likely to rank for. With multiple ways to search and a handful of important filters, you'll never have to click through pages and pages of "maybe" keywords again.

THE SHORT-AND-SWEET:

We give your site a score—Competitive Power. You use that score as a benchmark to discover the best, easy-to-rank keywords for your site. Then you create killer content with more confidence you'll rank in search.

HOW TO USE IT



1. KNOW YOUR SITE'S COMPETITIVE POWER

Knowing your site's strength via your Competitive Power—a measure of your site's ability to compete in SERPs—will help you choose the keywords you're most likely to rank for.

You can quickly identify the best keywords for your site by looking for the lightning bolt icon beside a keyword in the results. These are keywords that have a competition score at or below your Competitive Power.

HOW TO USE IT

2. START YOUR SEARCH FOR SEO KEYWORDS

There are 3 ways to search for keywords with the Keyword Difficulty tool.

- **Enter a seed phrase** that represents a topic you'd like to create content for.

The keyword results will be based on related phrases that people frequently search for, in addition to the phrase you entered. This is like the "Searches related to..." section at the bottom of Google search results.

- **Enter a site** that has similar content to what you'd like to create, or a similar audience you want to attract.

This will return a list of keyword ideas based on phrases that are already sending traffic to that site. These results will help you create new, highly relevant content for your target audience.

- **Enter your own site** to find new opportunities similar to keywords already driving traffic to your site.

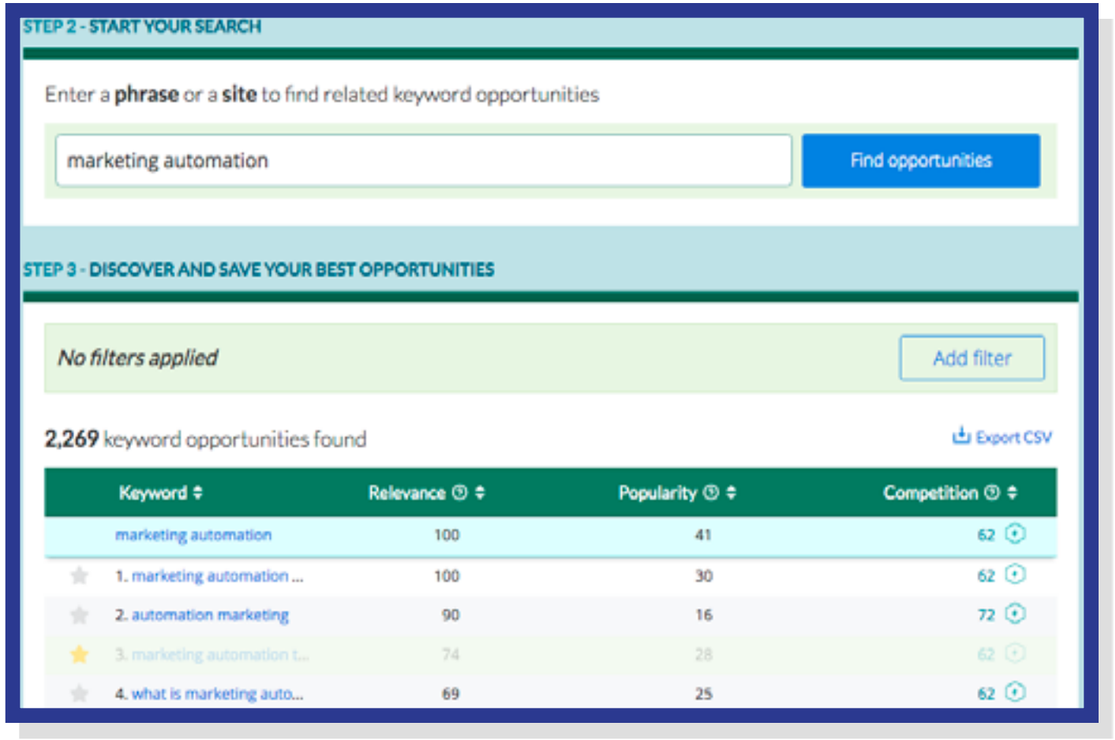
We'll find new keywords that you're not already targeting, but that are similar to the ones you are already getting traffic for. This will help you find new ideas related to those you've already successfully ranked for so your likelihood of ranking again is high.

HOW TO USE IT

3. FIND THE BEST KEYWORDS FOR YOUR SITE

Use the sort and filter options to narrow down the results based on your unique criteria:

- Competition - how difficult it will be to rank highly for a given keyword
- Popularity - how often a keyword is searched
- Relevance - how relevant a keyword is to the site or phrase you entered in Step 2
- Filter by keywords already driving traffic to your site
- Show only results that contain a certain phrase

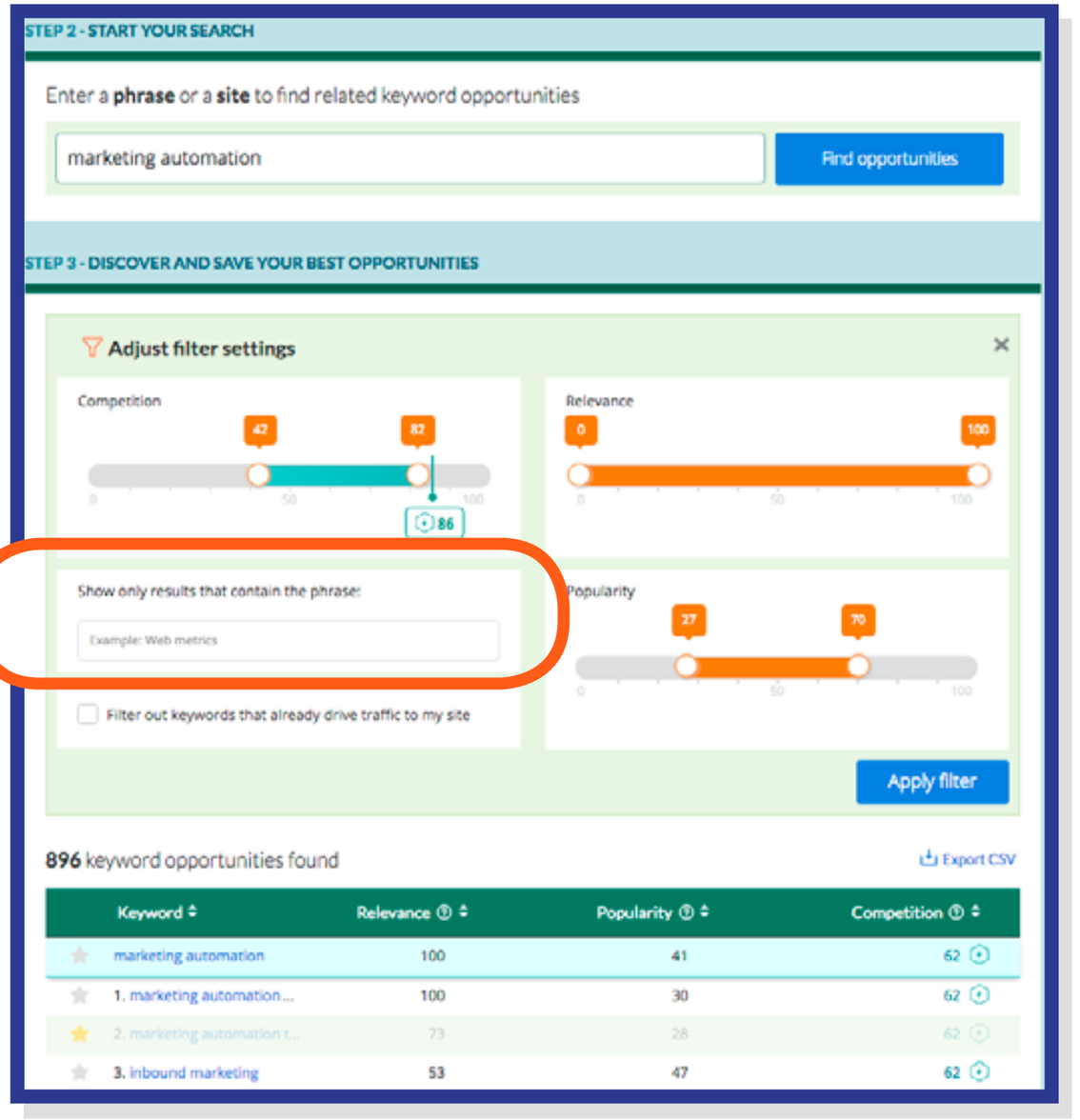


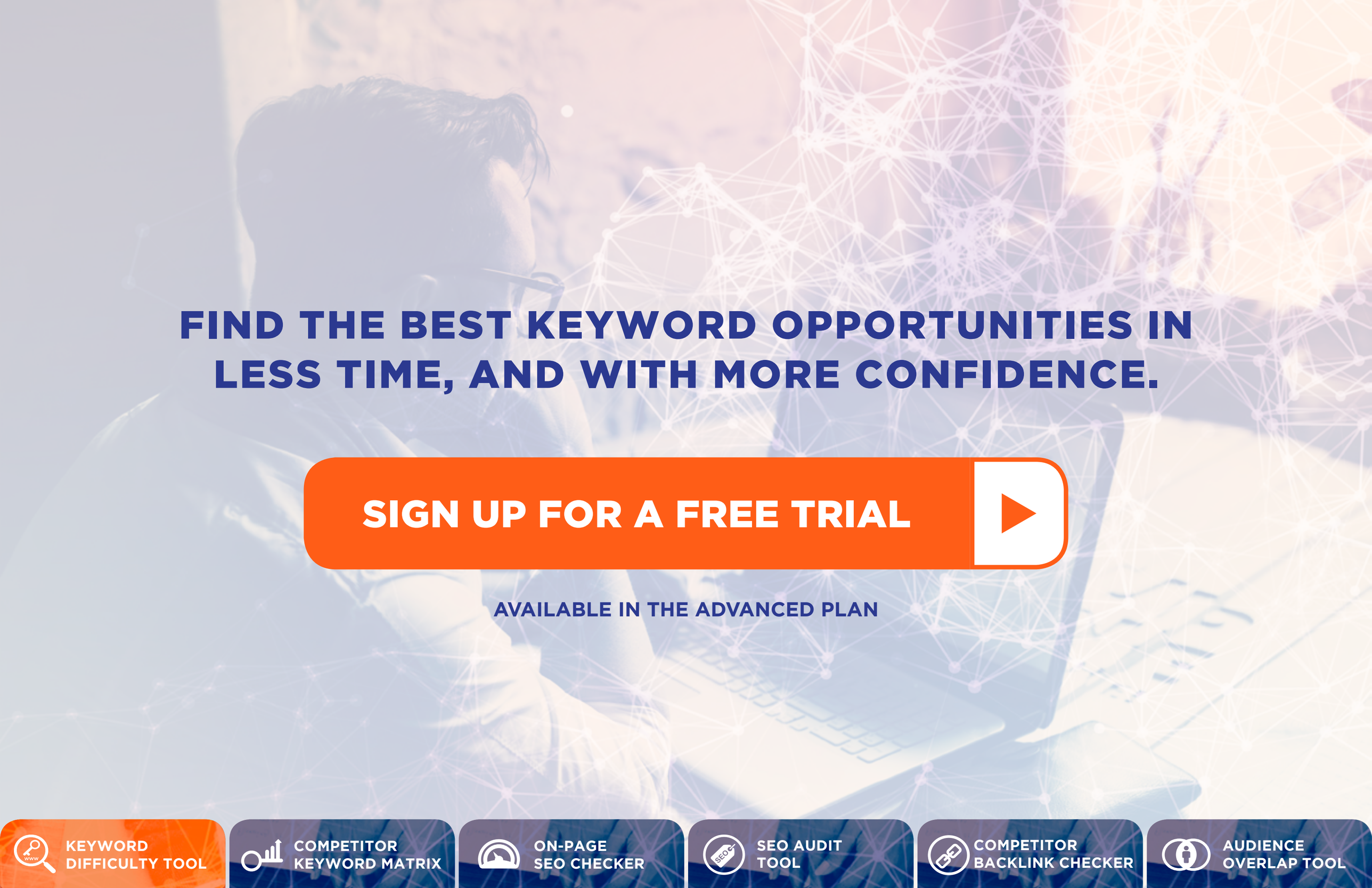
48% OF PEOPLE IDENTIFIED KEYWORD/PHRASE RESEARCH AS A MOST EFFECTIVE SEO TACTIC

HOW TO USE IT

The best part? The list is already sorted by relevance, so you'll waste no time going through page after page of keywords to find the ones you want. Plus, we've marked keywords that have a Competition score at or below your Competitive Power, so the right keywords should be even easier to identify.

As you find keywords you might want to create content for, save them to your Workspace for later. Then all you need to do is create content around your new keywords and start driving more traffic.





FIND THE BEST KEYWORD OPPORTUNITIES IN LESS TIME, AND WITH MORE CONFIDENCE.

SIGN UP FOR A FREE TRIAL

AVAILABLE IN THE ADVANCED PLAN

- KEYWORD DIFFICULTY TOOL
- COMPETITOR KEYWORD MATRIX
- ON-PAGE SEO CHECKER
- SEO AUDIT TOOL
- COMPETITOR BACKLINK CHECKER
- AUDIENCE OVERLAP TOOL

COMPETITOR KEYWORD MATRIX

BENEFITS:

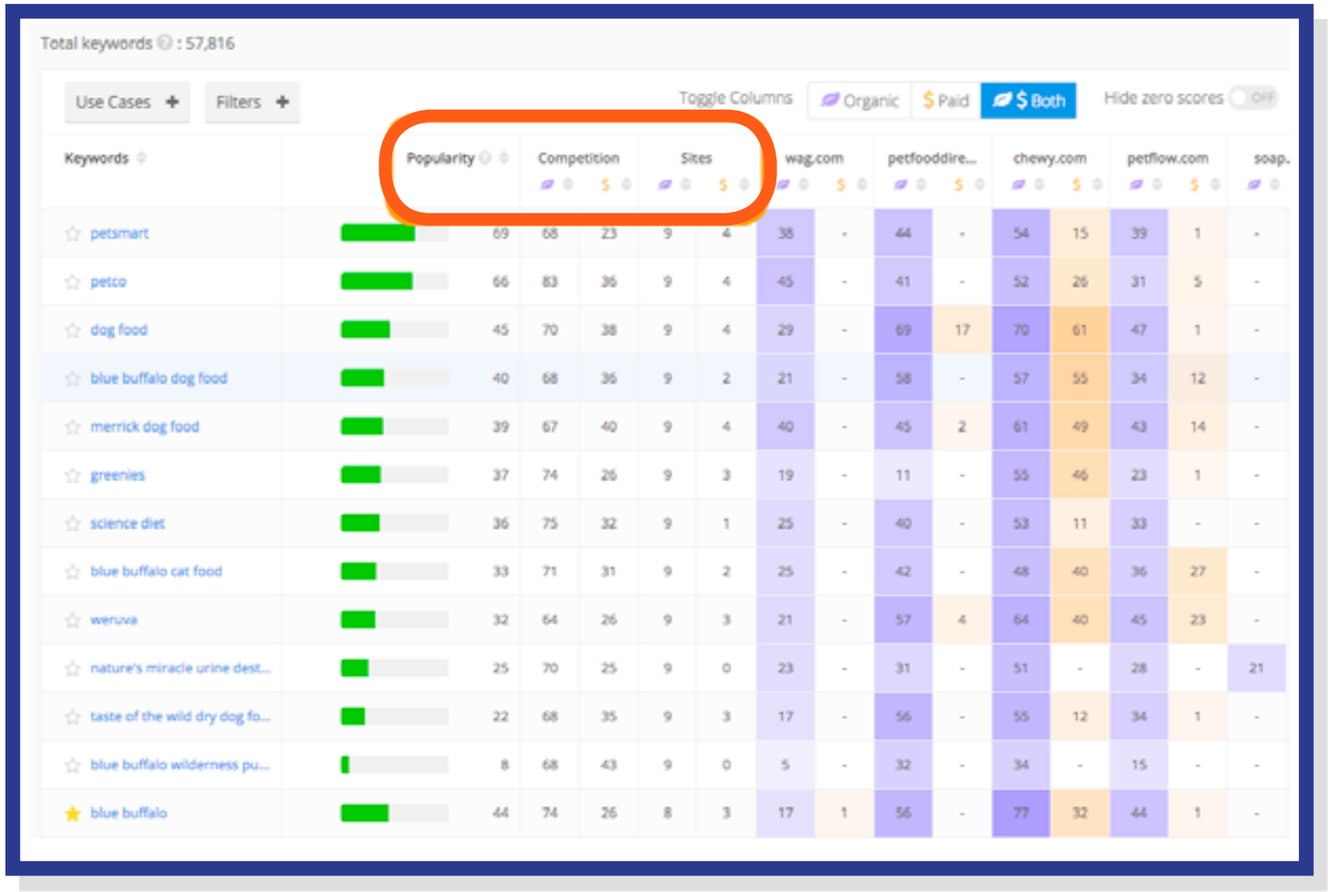
- Know what keywords are most successful for competitors
- See which sites have the most Share of Voice
- Discover untapped keyword opportunities
- Uncover popular content topics in your industry
- Gain a competitive edge in search
- Grow your organic traffic

Alexa's Competitor Keyword Matrix is the ultimate way to run a complete competitor keyword analysis and identify high opportunity keywords based on "gaps" with your closest competitors. The heat-map style presentation helps you quickly identify the type of opportunity you seek, like your *competitors' top keywords* or *keywords not yet targeted by rival sites.* You can also filter by preset Use Cases to quickly discover specific types of opportunities, like *buyer keywords* or the *most popular paid keywords among your competitors.* Also, visualize which sites have the highest Share of Voice in a particular topic of group of keywords.

THE SHORT-AND-SWEET:

A keyword research tool + competitor keyword analysis all-in-one. We use Organic Traffic and Paid Impression Scores to uncover "keyword gaps" with your competitors. You find keyword ideas faster, and gain a competitive edge in search.

HOW TO USE IT



The Competitor Keyword Matrix allows you to compare up to 10 sites at once (including your own) to see competitors' keywords that are different from yours.

Enter up to 10 sites into the tool and return a list of keywords driving traffic to those sites. You can sort the results by the following criteria:

- Sites in Common - how many sites are getting some traffic from the same keyword
- Popularity - how frequently users search for a keyword (higher popularity = higher traffic)
- Competition - an estimate of how hard it is to rank highly for a keyword

HOW TO USE IT

The heat-map style presentation uses Organic Traffic and Paid Impression Scores to compare and contrast keywords, and the level of success from keywords, between sites.

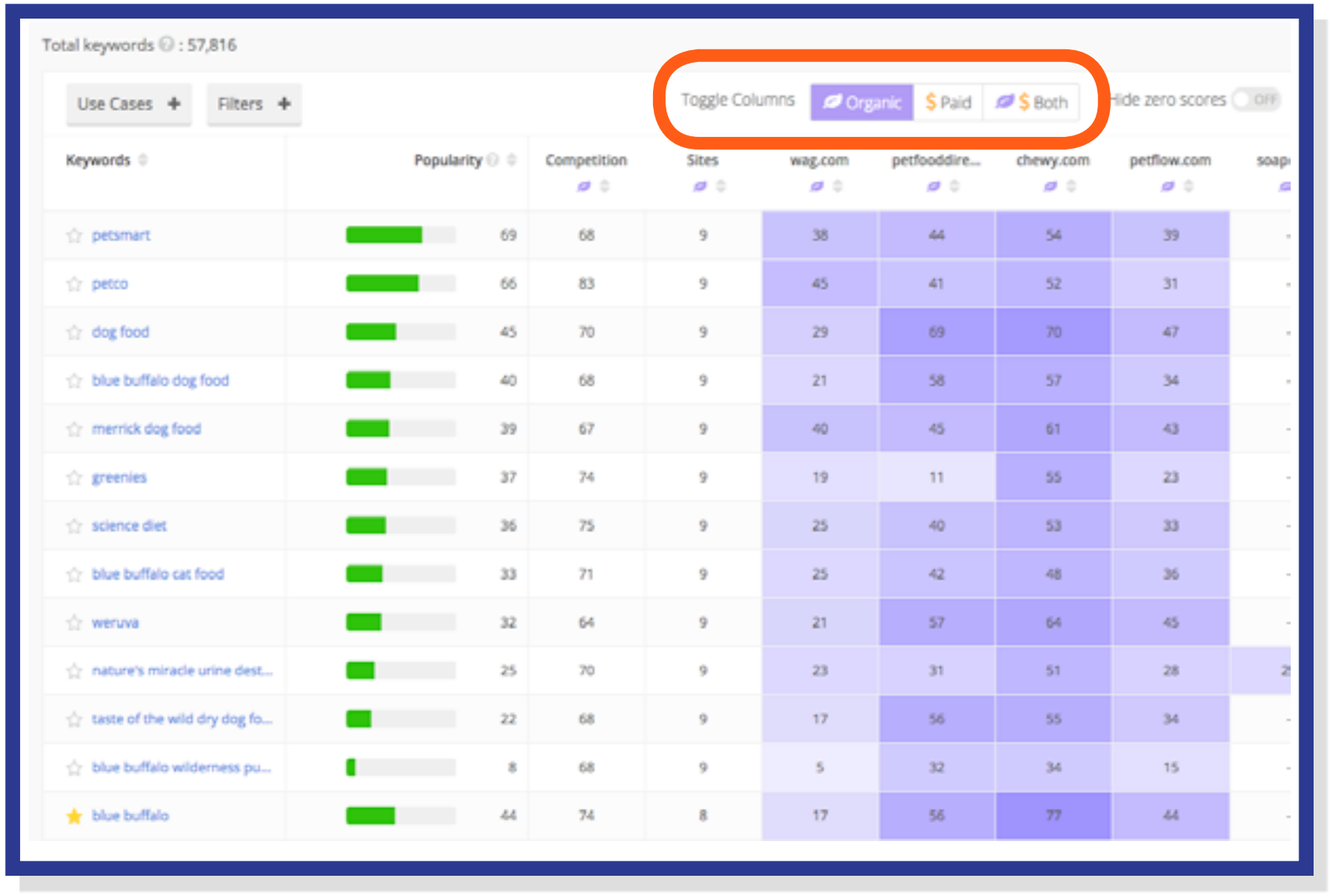
Organic Traffic Scores are purple in the Matrix and are scored from 1 (lowest) to 100 (highest). They show relative estimated organic traffic to a site for a particular keyword. It's based on a site's relative position in search engine results for that keyword, plus the popularity of that keyword. You can use this number to compare who gets the most and least traffic from the same keyword.

Paid Impression Scores are orange in the Matrix and are also scored from 1 (lowest) to 100 (highest). They show the relative number of impressions that a site gets for pay-per-click ads for that keyword in search. You can use this number to estimate how well a keyword your competitor is paying for is performing.

60% OF B2B MARKETERS REPORT THAT THEIR TOP CHALLENGE IS PRODUCING ENGAGING CONTENT.

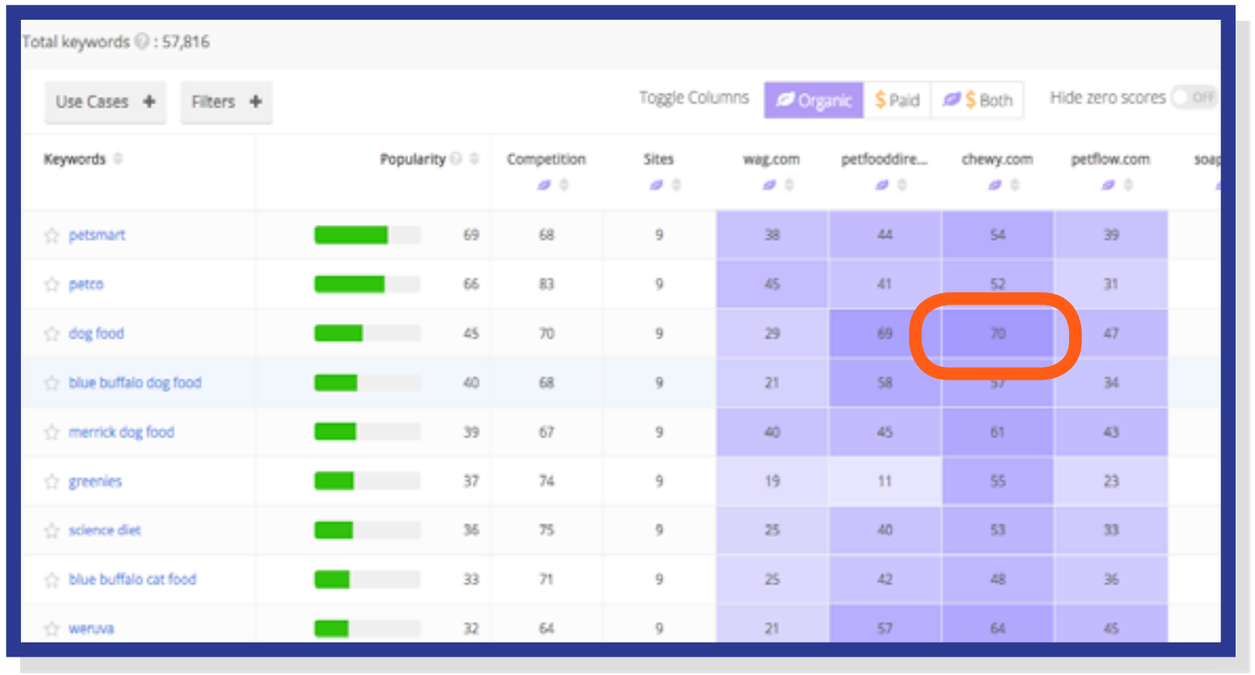
HOW TO USE IT

Results can be toggled to show only organic, only paid, or both types of keyword opportunities in the Matrix table. You can also sort any column to show the traffic scores for each type of keyword highest to lowest, or vice versa. That way you narrow in on just the right opportunities for you.



HOW TO USE IT

THERE ARE A FEW WAYS TO IDENTIFY OPPORTUNITIES USING THE COMPETITOR KEYWORD MATRIX:



1. Target keywords with many sites in common

In this approach, you want to know how many sites are already targeting a keyword and getting traffic for it. Think of this as the bandwagon approach. If a lot of sites are targeting a keyword, it means there's a lot of interest in the topic amongst your audience and you may want to get in on the action. But watch out for high Competition scores. On the other hand, if just a couple sites are targeting a keyword, this could mean it's an opportunity for you to fill a gap. And with a high Popularity score, it's probably a valuable opportunity.

HOW TO USE IT

2. Target keywords your competitors get the most traffic from

This approach targets your competitors' top keywords—those they're getting the most traffic from. These keywords are dark purple in the Competitor Keyword Matrix. Keywords like this usually have proven to be very valuable to the competitor, and the search intent is often highly relevant. But if too many of your competitors are targeting that keyword, then your chances of ranking may go down. Check the Competition score for these keywords, then research the type of content your competitors created. This will tell you if there's an opportunity for a new piece of content that could rank in SERPs.

3. Target keywords your competitors get no traffic, or very little traffic from

This approach targets keywords that are driving little to no traffic to your competitors. These keywords, colored gray (for no traffic) or light purple (for a little traffic) in the Matrix, may be:

1. **Keywords your competitors haven't targeted yet, or**
2. **Keywords they've targeted but aren't successfully getting any traffic from.**

In either case, find out why. Is the keyword not relevant enough to your audience? Is the keyword too broad to be valuable? Is their content not specific enough? Does it fail to answer search intent? You can use this information to decide if the keyword is an opportunity worth pursuing.

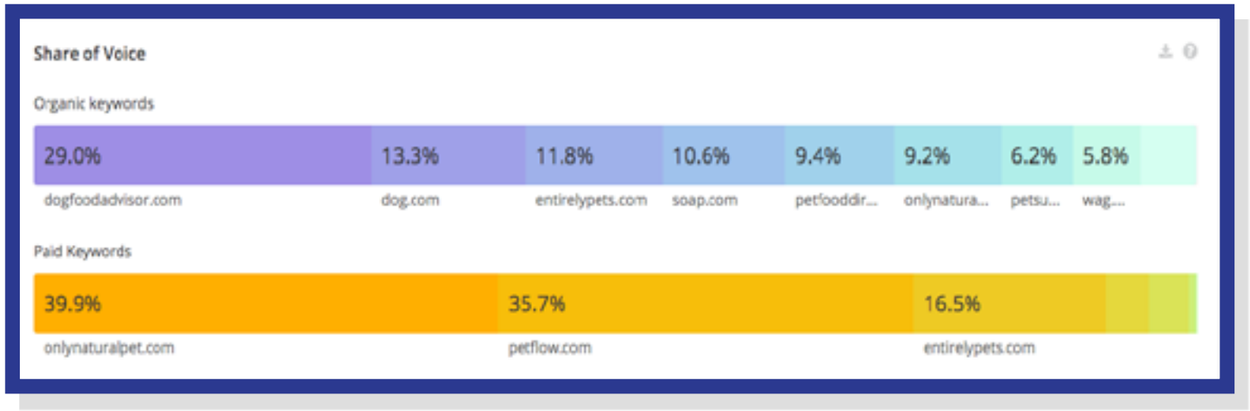
HOW TO USE IT

4. Filter with Use Cases

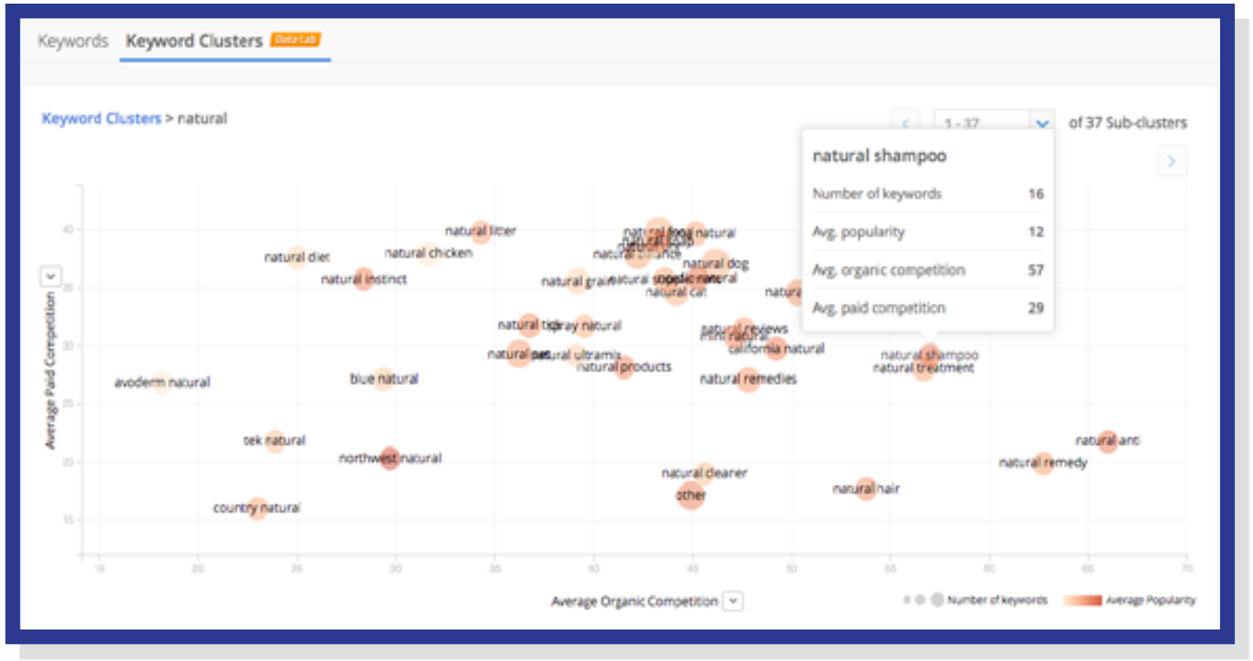
If you're not sure what combination of filters to use to find the keywords most important to you, try using one of our pre-set Use Cases. Choose to view the most common organic keywords, see the top paid keywords, or filter for popular buyer keywords. The buyer keywords use case shows you phrases searchers use when they are ready to make a purchase. These are valuable terms to target in content and paid campaigns.

5. Share of Voice

The Competitor Keyword Matrix includes a visualization for Share of Voice. You can use this to see which sites are dominating search based on the quality and quantity of the keywords they're getting traffic for. Use this information to investigate which keywords and topics that top site is targeting that you may not have considered. Take note of the content they're publishing as well. How long is it? What type of content is it (list, article, case study)? Do they have quality internal and external links? Use the information you uncover to give you ideas for your own content.



HOW TO USE IT



6. Keyword Clusters

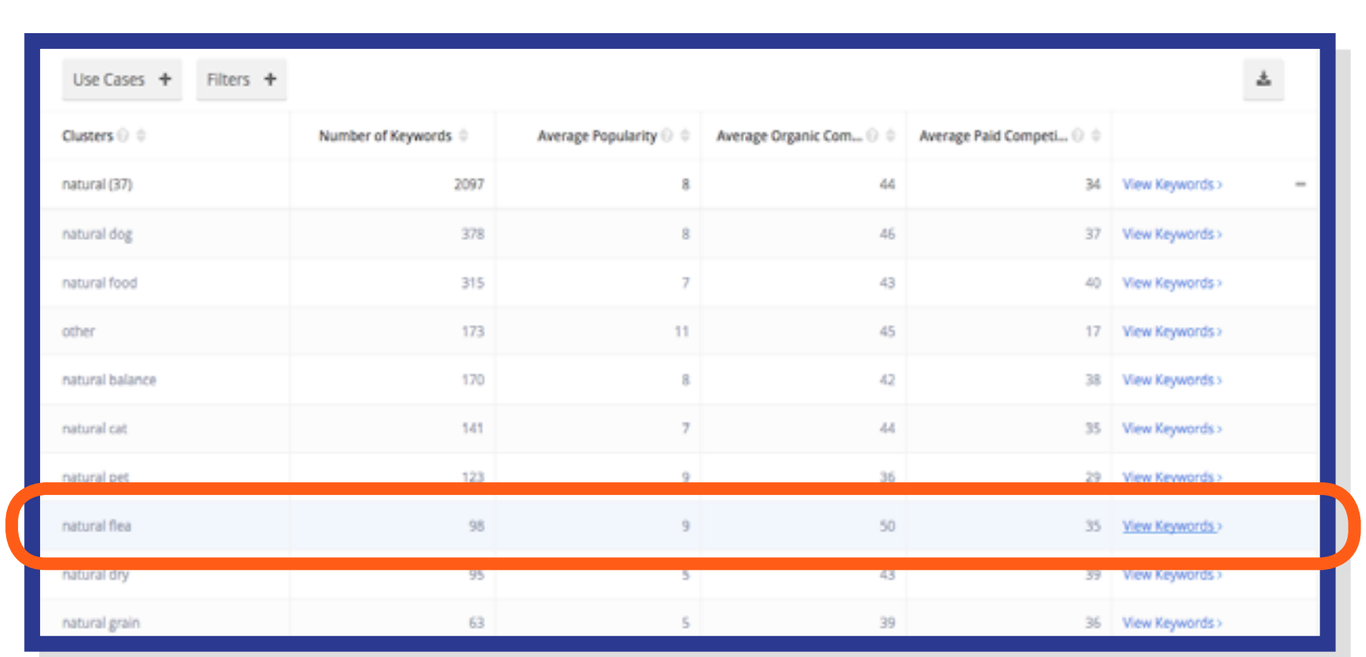
Lastly, you can find opportunities using the Keyword Clusters chart. In this visualization you can hone in on broad keyword topics that are of interest to you.

For example, if there is a particular subject you're interested in creating content for (like natural dog shampoo or flea treatment) you can filter the Clusters table to show the most popular terms for that topic.

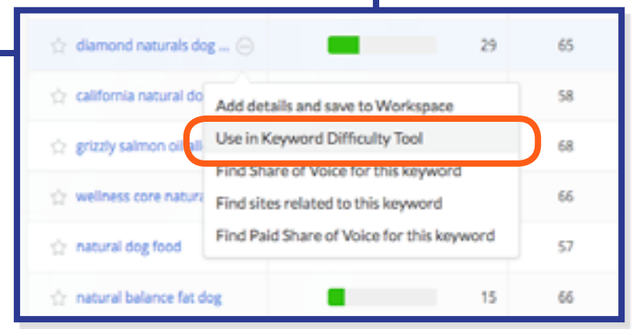
HOW TO USE IT

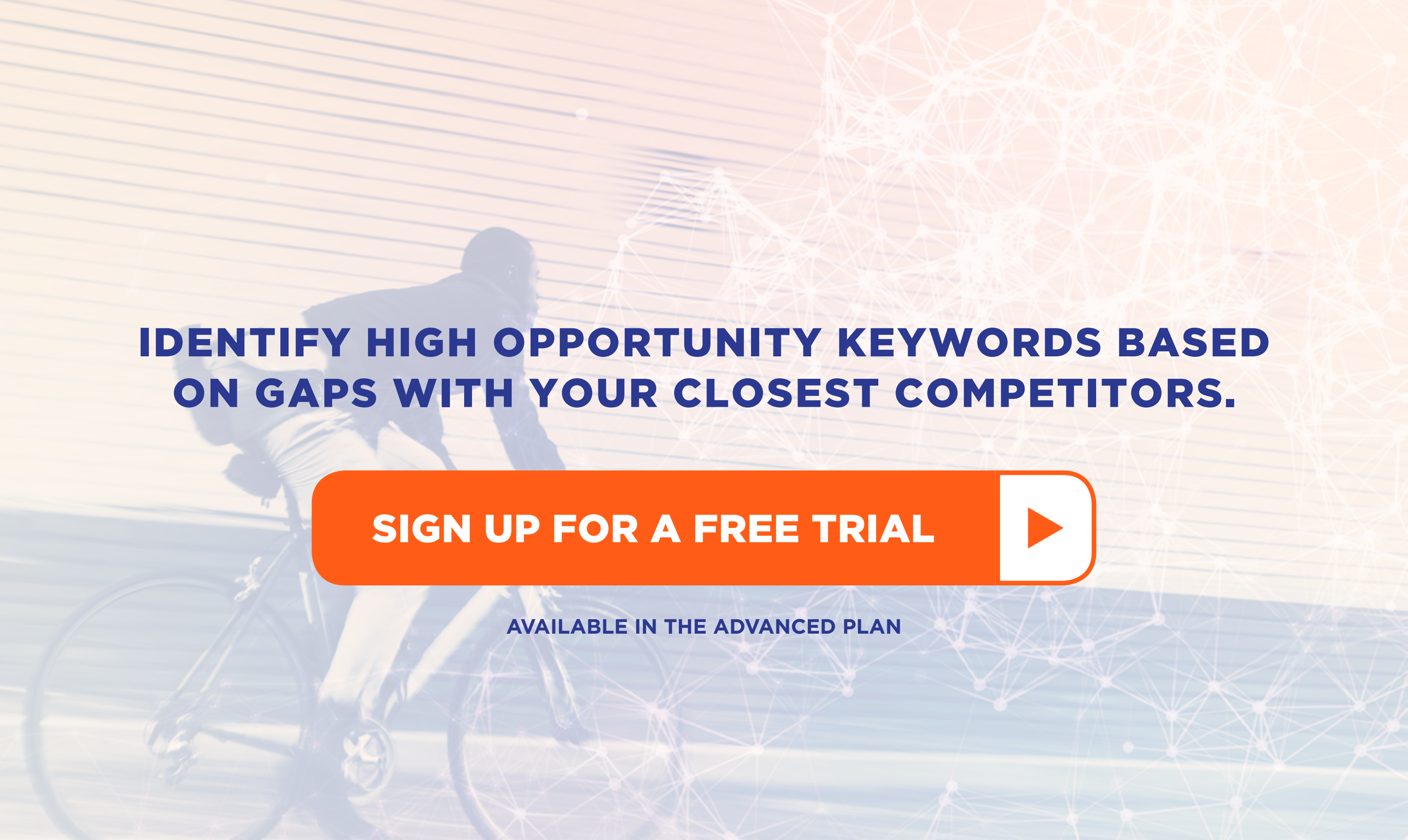
The list can be filtered using the same Use Cases and settings mentioned above. Click through any cluster or sub-cluster to view lists of related keyword opportunities for that broad term.

This view is just another way Competitor Keyword Matrix lets you narrow in on the best keywords for your site.



Want to research a keyword you find in the Matrix further? Use our Keyword Difficulty tool from Chapter 1 to find similar keywords and save your favorites to Workspace.





IDENTIFY HIGH OPPORTUNITY KEYWORDS BASED ON GAPS WITH YOUR CLOSEST COMPETITORS.

SIGN UP FOR A FREE TRIAL

AVAILABLE IN THE ADVANCED PLAN

KEYWORD DIFFICULTY TOOL

COMPETITOR KEYWORD MATRIX

ON-PAGE SEO CHECKER

SEO AUDIT TOOL

COMPETITOR BACKLINK CHECKER

AUDIENCE OVERLAP TOOL

ON-PAGE SEO CHECKER

BENEFITS:

- Improve search rankings
- Follow SEO best practices
- Maximize content visibility in search

The On-Page SEO Checker from Alexa is the most straight-forward way to make sure your SEO content is fully optimized. We'll run a full report to analyze how well your page is optimized for your target keyword. Then we'll serve up an easy-to-follow list of action items to help improve your chances of ranking. Never let your content marketing efforts go to waste—maximize your results with the On-Page SEO Checker.

THE SHORT-AND-SWEET:

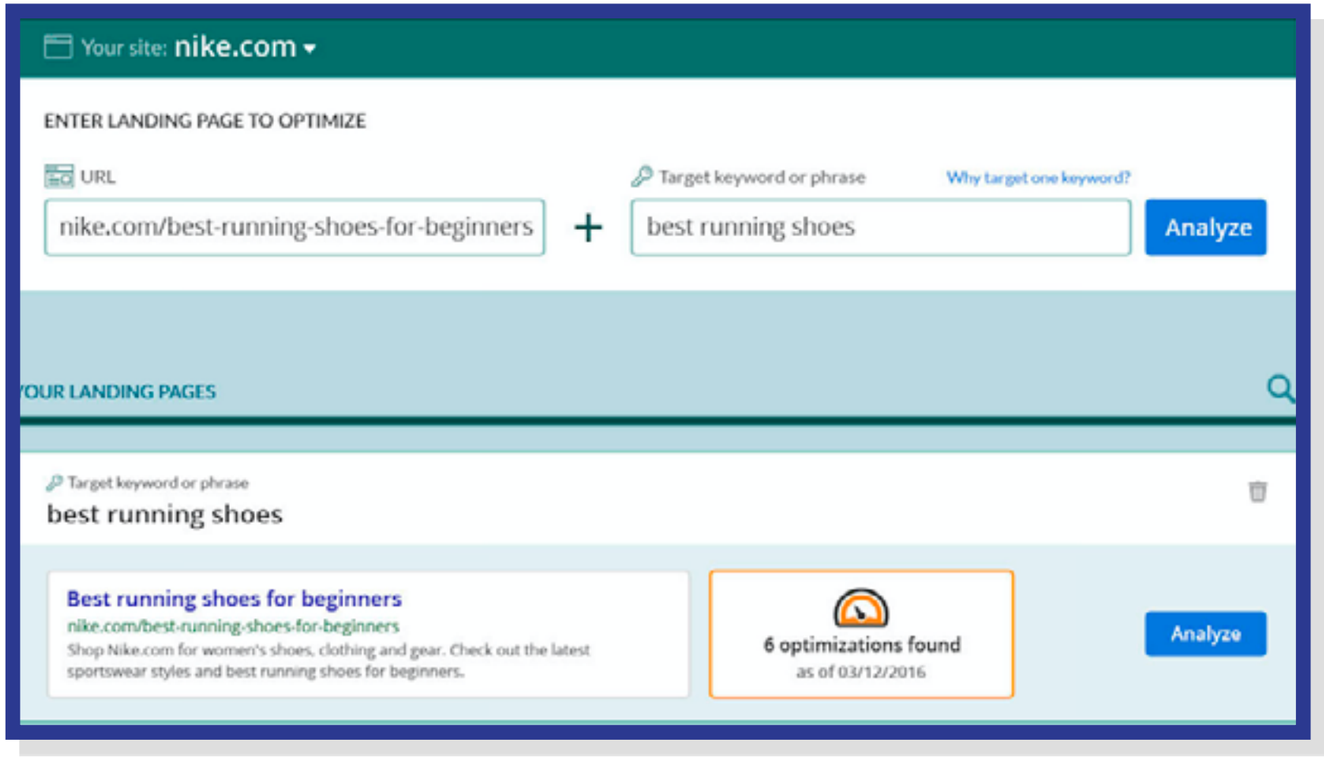
A complete analysis of your content for following on-page SEO best practices. Plus, recommendations to help you boost your results in search.

HOW TO USE IT

The On-Page SEO Checker is ideal for anyone who has a content marketing program. It takes a huge amount of time to research, brainstorm, and craft a single piece of content. And then you have to optimize for SEO, schedule it on social media, and conduct influencer outreach.

After all that work, you want to make sure that your efforts are going to get your content ranked and drive the most traffic possible.

The On-Page SEO Checker does just that—helps you analyze your content to make sure it's optimized for search the best it can be.



60% OF ALL ORGANIC CLICKS GO TO THE ORGANIC TOP 3 SEARCH RESULTS.

HOW TO USE IT

A single target keyword or phrase is important so search engines know exactly what your content is about. Use similar keywords to support your target keyword, but always focus on a single keyword for SEO.

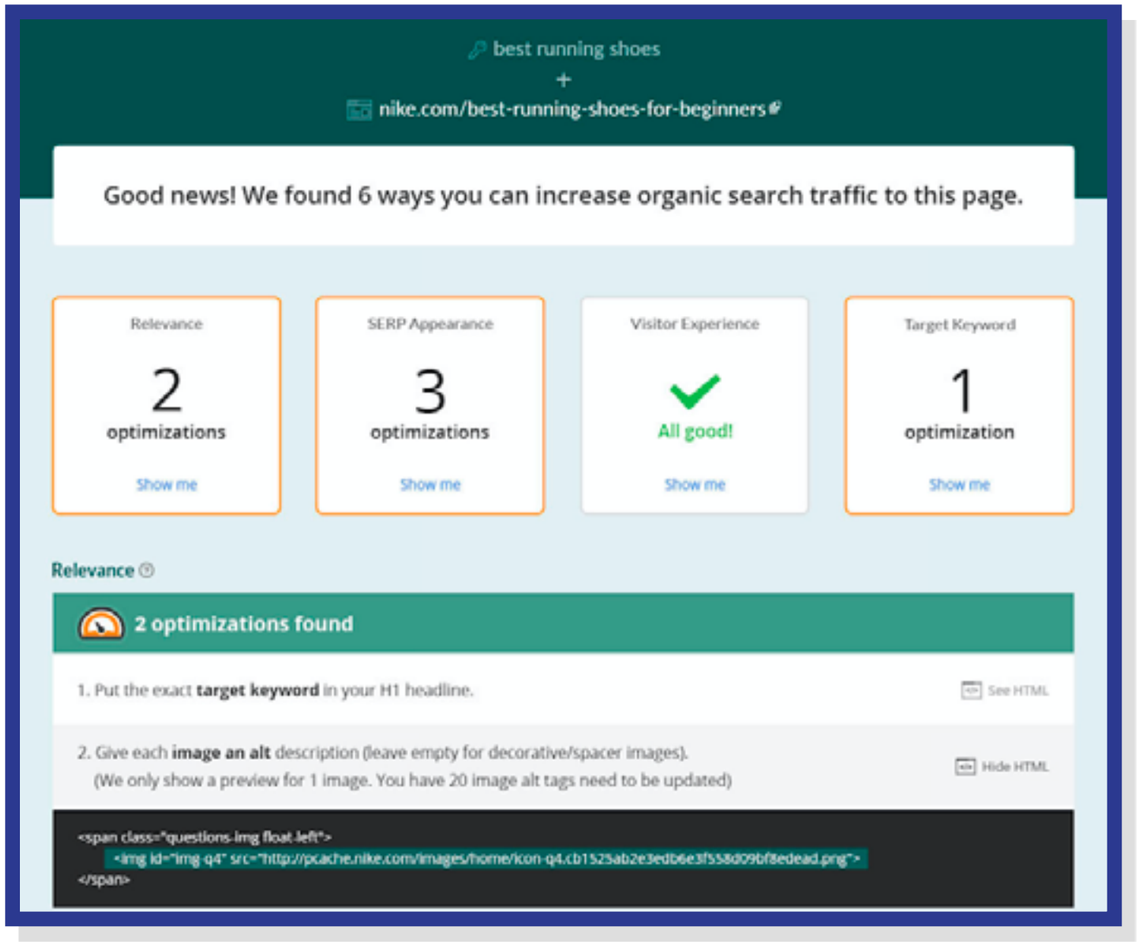
Don't have a target keyword or phrase? Use the Keyword Difficulty tool to find one that fits your content, at the right competition level.

To use the tool, start with a landing page + target keyword pair.

Analyze your content and we'll run a check to make sure you're following best practices for on-page SEO.

Then we'll deliver a full on-page SEO report with easy-to-follow action items and recommendations for ways to optimize your page.

HOW TO USE IT



We'll make recommendations in the following categories:

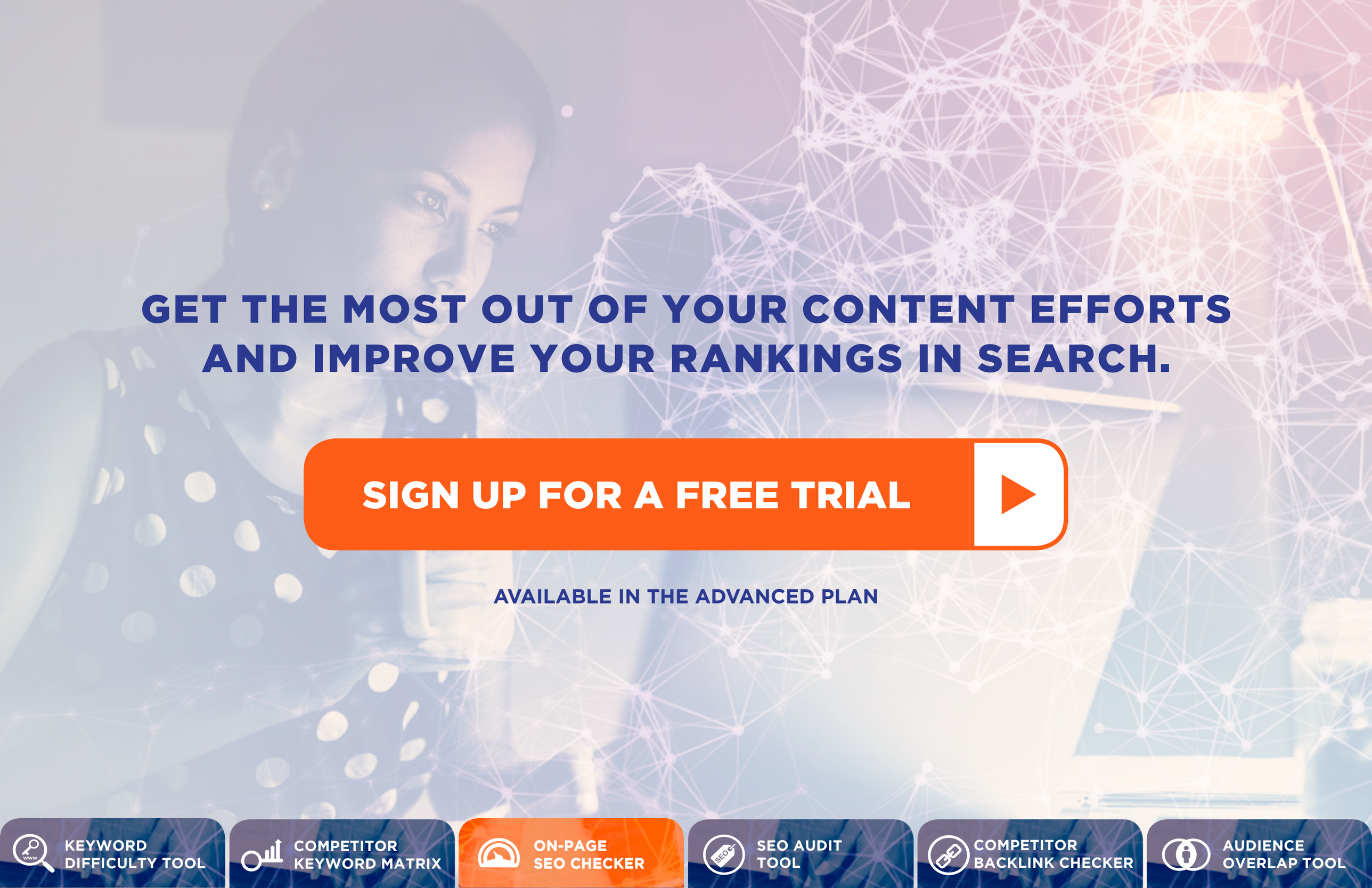
- Relevance - do search engines recognize your content as relevant to your target keyword?
- SERP Appearance - how your landing page appears in search results and how appealing it is to click on
- Visitor Experience - does your page put the user first? How easy is it to navigate? Is it responsive?
- Target Keyword - is your target keyword the optimal term for your content? Is it within your competitive range?

HOW TO USE IT

Each recommendation in your report provides detailed directions on how to improve. We even include snippets of HTML so you can see where each optimization will be reflected in your code.

Delegate optimization tasks as necessary, update your page, and analyze it again. We'll run a report as many times as you'd like until your page is as optimized as possible.

Any time you create new content, the On-Page SEO Checker will help ensure you get the best results in search. Your organic traffic will thank you.



GET THE MOST OUT OF YOUR CONTENT EFFORTS AND IMPROVE YOUR RANKINGS IN SEARCH.

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KEYWORD DIFFICULTY TOOL

COMPETITOR KEYWORD MATRIX

ON-PAGE SEO CHECKER

SEO AUDIT TOOL

COMPETITOR BACKLINK CHECKER

AUDIENCE OVERLAP TOOL

SEO AUDIT TOOL

BENEFITS:

- Uncover technical SEO issues
- Follow on-site SEO best practices in 5 industry-standard categories
- Improve search visibility
- Increase organic search traffic

THE SHORT-AND-SWEET:

Automatic reports that keep you informed of technical issues getting in the way of your site's SEO performance. Plus, actionable recommendations for how to improve.

Alexa's SEO Audit tool ensures that no technical issue goes unnoticed. It's the best way to find and fix problems that keep you from ranking. Our comprehensive report covers 5 industry-standard categories and over 30 items, so you always know what's standing between you and more search traffic. Our actionable report gives clear recommendations on what to fix and how, with an explanation of why each item on your to-do list is important. Customize your task list by downloading only the items you want to focus on (or all of them!) in a spreadsheet. Reports are automatically run bi-weekly (in the Advanced plan), so you'll always have an up-to-date view of your site's SEO performance.

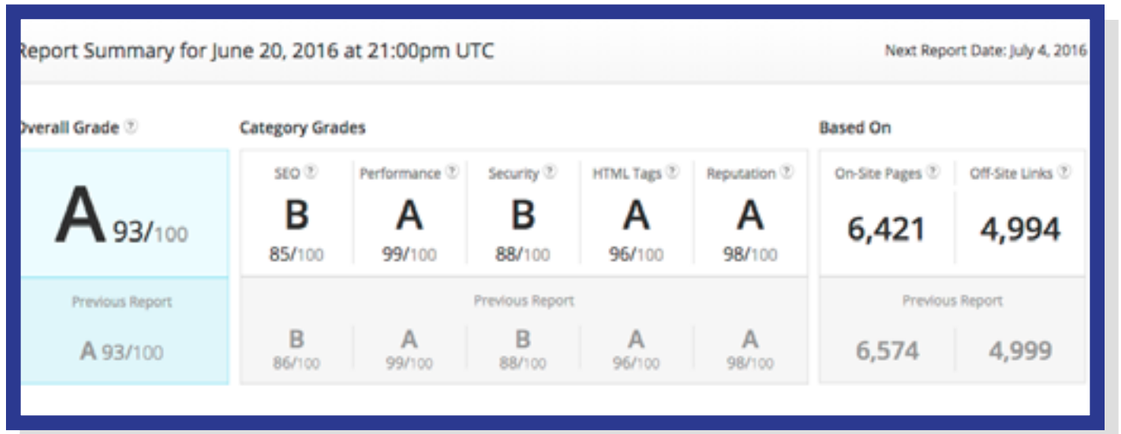
SEO LEADS HAVE A 14.6% CLOSE RATE, WHILE OUTBOUND LEADS (SUCH AS DIRECT MAIL OR PRINT ADVERTISING) HAVE A 1.7% CLOSE RATE.

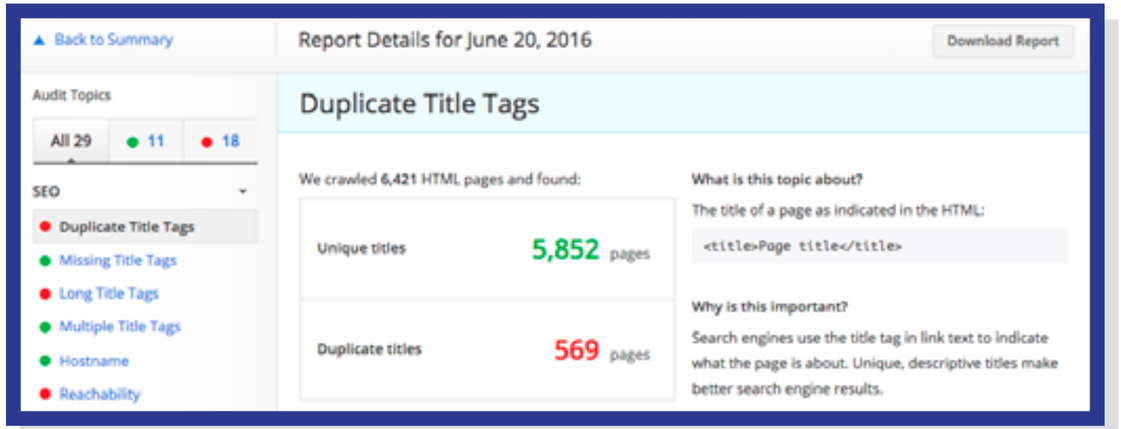
HOW TO USE IT

Using the SEO Audit tool couldn't be simpler.

Once a site is added to your subscription, our crawler visits your website and goes over it in depth, analyzing its structure, meta data, and links.

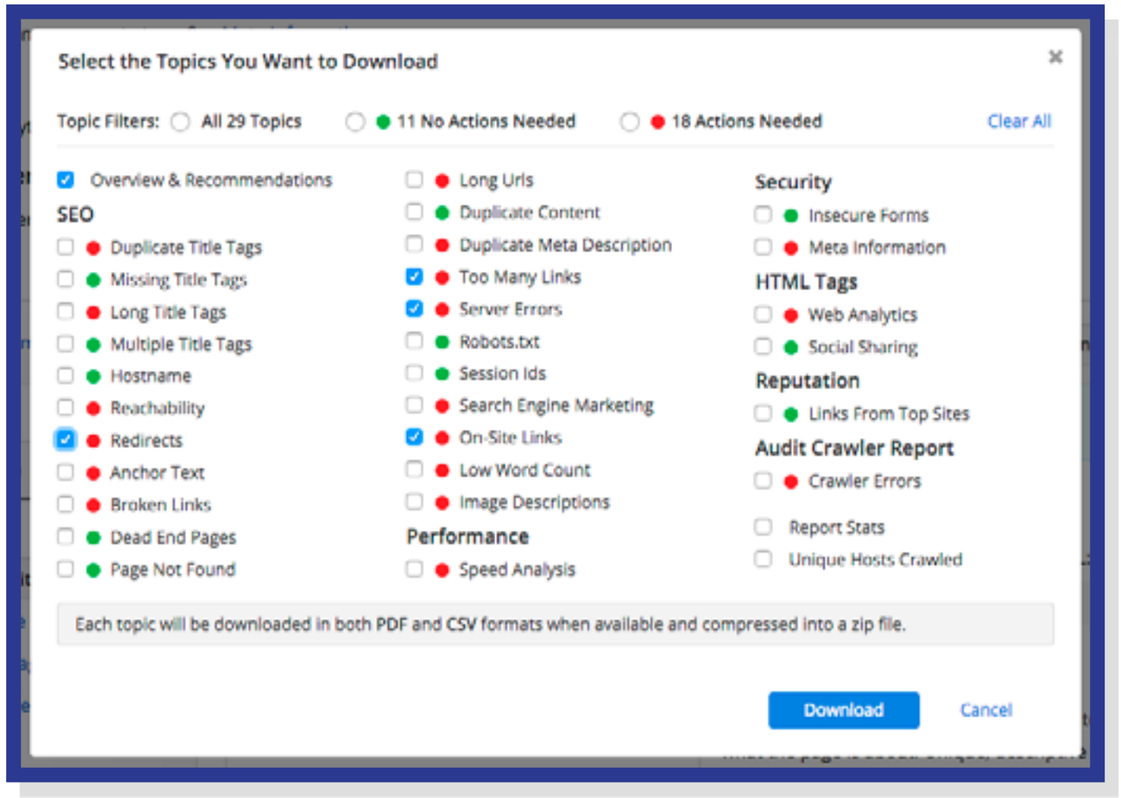
Note: *This is a comprehensive crawl, but it's also "polite"—spreading out the requests over a number of hours. Once complete, we serve you a comprehensive report that includes an Overall Grade, plus individual grades in 5 important categories. Those 5 categories are comprised of more than 30 SEO items, technical and not.*





HOW TO USE IT

We color code what items need attention in the left navigation so you can access to-do items quickly. Each item includes a description of what needs to be fixed and why it's important to your SEO. We also include recommendations and step-by-step instructions to help make improvements simple.



You can prioritize and manage tasks by customizing a downloadable version of the report with any or all of the action items listed. Then collaborate with your developers to make changes.

Reports are run automatically every 2 weeks for Advanced plan holders. Each time a report is run, you'll receive an updated view of your SEO performance so you can track your progress.

FIND AND FIX TECHNICAL PROBLEMS THAT KEEP YOU FROM RANKING.

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- AUDIENCE OVERLAP TOOL

COMPETITOR BACKLINK CHECKER

BENEFITS:

- Find backlinks that send traffic to competitors
- Find related sites that might link to your content
- Identify new audiences your competitors already reach
- Get content ideas

The Competitor Backlink Checker lets you perform a complete backlink analysis on your competitors to see what backlinks are driving traffic to each site. Along the way, you'll discover related sites that might also link to you. Competitor Backlink Checker also helps you get more in touch with your audience. When you run a backlink check on competitors, you'll be able to pinpoint new and relevant audiences your competitors reach that you should too. By evaluating each backlink you find, you can see what content resonates with your target audience and also what content earns backlinks from trusted sites.

THE SHORT-AND-SWEET:

Find valuable backlinks that drive traffic to competitors' sites. Plus, get familiar with the type of content that resonates with your audience and earns backlinks from reputable sites that might also link to you.

HOW TO USE IT

The Competitor Backlink Checker is an excellent tool for finding high opportunity backlinks using competitive analysis.

Choose a saved Site List or enter up to 10 sites into the tool and see a list of backlinks that those sites share in common. Be sure to include your own site in the list, so you can see how you compare. With the results you'll be able to identify the gaps in your backlink profile—where sites are linking to competitors but not you.

Once you enter your site list and run the analysis, you can filter and sort to find the backlink opportunities that you want to target. For example, you can sort by Sites (the number of sites in the list that are getting a backlink from the source in the left column). You can also filter by linking sites that do *or do not* contain certain words. For example, if you want to find linking opportunities on sites relating to education, you might filter to show only linking sites that contain ".edu" or "university".

HOW TO USE IT

To see backlink gaps for any site in your list, use the filter setting “Show Backlink Gaps for...” and select the site you care about. You’ll then be able to view all the sites that link to other sites in your set, but not you. Click the plus sign to the right of any linking site to see the top pages driving traffic from that site and which site in your set it links to.

Click through any of these links to review the content on your competitor’s site that has earned that link. Take note of how the content is written, organized, and what it’s about. If it has been linked to by another trusted site, the content must be valuable and relevant to that audience. Use this information to get ideas about content you could create that would earn links too.

If you see sites that you’d like to reach out to for advertising or guest posting opportunities, click the star to the right of the site to save it to your Workspace to work on later.

FIND VALUABLE BACKLINK OPPORTUNITIES THROUGH COMPETITIVE ANALYSIS.

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AUDIENCE OVERLAP TOOL

AUDIENCE OVERLAP TOOL

BENEFITS:

- **Find similar sites that share the same audience with the target site**
- **Create Site Comparisons to benchmark and analyze**
- **Run a comparative keyword analysis to identify gaps**

THE SHORT-AND-SWEET:

Identify similar sites (those that share visitors) and easily run Site Comparisons for benchmarking and analysis, or a competitor keyword analysis to find new keyword opportunities.

The Audience Overlap tool is a great complement to the marketer's workflow, facilitating the discovery of sites that your target audience visits. Entering up to 10 sites will generate a visualization of other sites that share the same audience, sorted by most audience overlap to least. Select up to 10 of those sites to add to:

1. A Site Comparison - to compare key metrics and traffic sources, or
2. The Competitor Keyword Matrix - to compare keywords that the sites get traffic for in search.

The Audience Overlap tool is your starting point for all competitor analysis.

HOW TO USE IT

As with all of Alexa's tools, Audience Overlap is designed with your workflow in mind. It's a jumping off point for competitor analysis and competitor keyword research, and helps you generate sets of sites that are most relevant to you.

Simply enter a site in the tool and click "Find similar sites". We'll return a visualization of sites that share visitors.

The tool visualization helps you find similar sites your audience visits that you might not already know about. Click to analyze each site individually in the Site Keywords tool to understand the topics that site covers, or in Site Overview to view traffic performance.

HOW TO USE IT

You can also select up to 10 sites to analyze them in Competitor Keyword Matrix, Competitor Backlink Checker, or run a Site Comparison.

HOW TO USE IT

If you choose to create a Site Comparison, you'll be able to analyze key metrics and traffic sources for the sites you selected.

In the Competitor Keyword Matrix, you'll be able to identify new keyword opportunities based on gaps with competitors.

And Competitor Backlink Checker will help you uncover new link building opportunities your competitors are already getting traffic from that you could too.

Get your research off on the right foot—let the Audience Overlap tool help you decide which sites are important to focus on. Then customize your analysis to discover new competitors or potential partner sites, find untapped keyword ideas, and identify backlink opportunities that will help you grow your traffic and your business.

90% OF FORTUNE 500 COMPANIES PRACTICE COMPETITIVE INTELLIGENCE.

FIND AND REACH YOUR AUDIENCE WITH AN INFORMED STRATEGY

SIGN UP FOR A FREE TRIAL

AVAILABLE IN THE ADVANCED PLAN

- KEYWORD DIFFICULTY TOOL
- COMPETITOR KEYWORD MATRIX
- ON-PAGE SEO CHECKER
- SEO AUDIT TOOL
- COMPETITOR BACKLINK CHECKER
- AUDIENCE OVERLAP TOOL